

Comparisons of Job Characteristics

Focus Occupation: Advertising Sales Agents (41-3011)

Associated Occupation: Retail Salespersons (41-2031)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 92

Focus Occupation: Advertising Sales Agents (41-3011)

Associated Occupation: Retail Salespersons (41-2031)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Customer and Personal Service	11.3	16.6	17.5	0	Current knowledge level may be sufficient
Sales and Marketing	5.2	13.4	21.6	>>	Current knowledge level is likely more than sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 96

Focus Occupation: Advertising Sales Agents (41-3011)

Associated Occupation: Retail Salespersons (41-2031)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Persuasion	7.4	12.2	14.1	>	Skill level is likely sufficient
Service Orientation	7.9	11.8	12.0	0	Current skill level may be sufficient
Negotiation	6.8	10.8	11.6	0	Current skill level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities

Similarity of Focus Occupation to Associated Occupation: 94

Focus Occupation: Advertising Sales Agents (41-3011)

Associated Occupation: Retail Salespersons (41-2031)

Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Comprehension	12.5	13.7	12.8	0	Current ability level may be sufficient
Oral Expression	12.4	13.4	14.5	0	Current ability level may be sufficient
Speech Clarity	10.2	12.1	13.9	>	Current ability level is likely sufficient
Speech Recognition	9.9	11.5	13.3	>	Current ability level is likely sufficient
Written Comprehension	11.0	9.6	11.6	>	Current ability level is likely sufficient
Near Vision	11.1	9.5	10.6	>	Current ability level is likely sufficient
Problem Sensitivity	11.1	9.3	9.1	0	Current ability level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 71

Focus Occupation: Advertising Sales Agents (41-3011)
Associated Occupation: Retail Salespersons (41-2031)

Work Activities	Exclusivity of Activity
Advise clients or customers	19
Calculate rates for organization's products or services	77
Demonstrate goods or services	76
Obtain information from individuals	24
Provide customer service	14
Use computers to enter, access or retrieve data	3
Use knowledge of sales contracts	80

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 77

Focus Occupation: Advertising Sales Agents (41-3011)
Associated Occupation: Retail Salespersons (41-2031)

Tools and Technologies	Exclusivity
Business function specific software	1
Computers	1
Content authoring and editing software	1
Data management and query software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.